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Football rights hold line at $570 million

Flat rights picture is aided by reduction in network rights payments, includes new package of games to ESPN

Broadcasters will pay about $570 million—the same amount paid last year—for the rights to carry professional and college football games in the 1987-88 season, according to BROADCASTING's annual tally of national and local rights figures. The flat football rights expense, which includes a new three-year NFL contract with the networks and the new appearance of ESPN, represents a break in a rising trend in football prices. Since 1984, when rights fees dropped 6.7% from 1983's total $536.6 million to $501 million, rights have climbed by 6% in 1985 to $530 million, and by 7.5% to $570 million in 1986.

The leveling-off follows several seasons of multimillion-dollar losses by the networks. In line with that, the new NFL contracts with the broadcast networks, totaling $425 million annually, represent a 14.1% decrease from last year, when the three paid $495 million. Aware that the three broadcast networks would be looking to cut their losses this year, the NFL sought to cover that decrease in its revenue by adding a new element to the package—a three-year, $153-million deal with cable programer ESPN for 13 games each year.

NBC gets the biggest break of the three networks in the first year of the new contract, with a reduction in payments to $120 million, from last year's $155 million, a 22.5% drop. CBS will drop 9% in the first year of the deal, from last year's $165 million to $150 million this year. ABC will also drop 9% in its payments, from $175 million last year to $160 million this year. ABC's rights reduction is tied to the drop of four Thursday-night games it has carried in the past. For its part, ESPN will pay $46 million in the first year of its contract. That fee increases to $51 million in the second year and $56 million in the third.

On the college level, ABC, CBS and ESPN are working under new four-year deals that will total $46.5 million in the first year. Last year the three paid $40.5 million for college rights, but not for comparable packages. ABC will relinquish its College Football Association schedule to broadcast part of a Big 10/Pac 10 package that was formerly the province of CBS, and CBS will broadcast a 16-game CFA package. ABC's college rights totalled $13 million last year, and this year will be $12 million. CBS will go from $12 million last year to $16 million this year. ESPN's new $70-million, four-year CFA deal raises its college rights from last year's $12 million to $17.5 million this year.

Although the amount the networks will pay is down 14%, the overall broadcast rights paid is flat because of increases paid by local radio and television broadcasters. Local radio station rights payments this year are up 23%, from $20.9 million last year to $25.8 million. Local television payments are up 19%, from $6.8 million to $8.1 million.

With the new NFL contract in hand and a strong upfront advertising market in which 90% of advertising inventory has been sold at medium to large single-digit increases, the only remaining question for the networks would appear to be ratings, which began trending downward again last season. In 1981, the combined ratings for CBS, NBC and ABC was 53.1 and they steadily dropped to 43.4 in 1984. In 1985 they rose to 48.1 but last season they dropped to 46.

Another factor that overshadows the pro season is the threat of a strike by the NFL Players Association. The players are in the last year of their contract with the league, and in 1982, the last year of the previous labor pact, the players struck, reducing the 16-game regular season to nine.

Through Ohlmeyer Communications, ESPN has now completely sold its preseason and regular-season NFL packages to stations in 13 cities of the competing teams, with the exception of Cleveland. ESPN's deal with the NFL requires that it spinoff the broadcast rights to stations in the competing cities. The first wave of clearances for preseason games went to six affiliates, and one independent: KUSA-TV Denver, WPLG(TV) Miami, WLS-TV Chicago, KARE-TV Minneapolis, KXAS-TV Dallas, KGTV(TV) San Diego and KTTV(TV) Los Angeles, the independent. Last week, five more stations, including two independents, were awarded regular-season games: WABC-TV New York, WCVB-TV Boston, WUSA-TV Washington, and the two independents, KCPQ(TV) Seattle and KTVU(TV) San Francisco.

Last year at this time the football marketplace was a very different one, according to network and agency executives. According to buyers and sellers of network football time who wished not to be identified, at this time last year the networks had sold only 25%-30% of their inventory. That produced a scatter situation in which spots were being purchased for Sunday games at fire sale prices.

According to agency and network advertising executives, this year's football upfront sales, and the sports marketplace in general, have been affected by a number of factors, not the least of which is the overall strength of an upfront marketplace in which there have been a number of new advertisers. "We're seeing a lot of new brand activity," especially cars, said Bob Blackmore, senior vice president of sales for NBC.

The speed with which upfront prime time sold was another factor. With a degree of "panic" setting in when the prime time marketplace began to open up, other dayparts began to break, said Steve Grubbs, senior vice president at BBDO.

The new NFL deal has also had a strong effect on the market. A number of advertisers said that the single-digit C-P-M increases the networks are getting is due to the more reasonable expectations they had (from the advertisers point of view) going into the market. If the networks "had been forced by their rights deals to ask for higher prices, we would not have seen the kind of money" that is now changing hands, said BBDO's Grubbs. With the new NFL contract in hand, all three networks have concluded three-year deals with charter football advertisers, notably beer companies and auto manufacturers.

Another factor contributing to the strong upfront football market this year is people meter data from the fourth quarter of last year, in which football scored well. "People meters have been friendly to sports in general, compared to other dayparts," said Jerry Dominus, vice president of sales for the CBS Television Network. Dominus also talked about the pace at which other CBS sporting events have been selling, such as the Pan Am Games (now sold out) and the U.S. Open, indicating a generally healthy market for sports that is spilling over into football sales.

All three networks will continue to work toward keeping their production costs for the NFL schedule down this season. According to the networks, there has been no complaint from advertisers about the economizing in producing games, something agency executives confirm.

Ted Shaker, executive producer at CBS Sports, said that last's year campaign to "assign facilities on a more efficient basis" achieved its goal of saving 5% to 6% in the NFL schedule's production budget. The average CBS game employs five cameras and three videotape machines, with the standard deviation from that number being a camera or two and one tape machine. Shaker said that CBS is also using fewer Chyrons (graphics generators) for both games and the *NFL Today*. According to Shaker and other producers, the most costly element in production is the people necessary to run the equipment. It is in that regard that Shaker and other producers talk of using facilities "more efficiently."

ABC will add to its coverage of *Monday Night Football* this year, using 10 cameras and six tape machines this year, versus nine cameras and five tape machines a year ago. Additionally ABC is adding a "telestrator," with which announcers can diagram plays, to its coverage this year. Larry Kamm, director of the broadcast, said that the addition of equipment normally means more cost, but that ABC has economized in other ways. It has learned, he said, not to "overcharge" itself for games, by bringing crews in on Sunday instead of Saturday for Sunday games.

The more efficient use of crews, however, can mean a strain on production, according to Kamm. In ABC's case, with the production of football, the World Series and the Olympics (and the huge rights fees associated with each of those events creating pressure to keep production costs down), the management of resources will be triply difficult.

In its first year of producing NFL games, ESPN will use 10 cameras and six tape machines. Additionally, ESPN coverage will incorporate the "X/O Cam," a camera whose operator will respond

to the direction of former New York Giant coach Allie Sherman, who will monitor games from ESPN heaquarters in Bristol, Conn.

College football on TV continues syndication shakeout following Supreme Court ruling; new deals for ABC, CBS, ESPN

The college football marketplace, which was thrown into considerable disorder three years ago when the television plan of the National Collegiate Athletic Association was ruled unconstitutional by the U.S. Supreme Court, appears to have stabilized on the network level. CBS, ABC and ESPN each have struck new four-year deals with the major schools, conferences and associations in collegiate football. On the syndication level, the court decision resulted in a huge increase in the number of televised games, which, as many predicted at the time, were not all sustainable given the finite amount of advertising dollars in the marketplace.

The number of college games in syndication reached a peak of almost 200 telecasts three years ago, and industry executives believe that figure will drop to 100, or fewer, in the coming season. Last year, the Pacific 10 conference dropped out of the syndication marketplace, and this year the Big Eight conference has called it quits in syndication, along with independent powerhouse Penn State. The consolidation has put several syndicators out of the college football syndication business, including New York-based TEN Productions, and TCS, New Kensington, Pa. In addition, the Freedom Sports Network, Colorado Springs, which syndicated a package of Army, Navy and Air Force games last season, lost the rights to Army and Navy games and will offer only one or two Air Force broadcasts.

The Big Eight syndication package was handled by Raycom, Charlotte, N.C., whose bread and butter business is syndicated college basketball games, but which still syndicates Southwest Conference football. Schools and conferences getting out of syndication cite over-exposure as the primary reason or bad experiences with syndicators. The Big Eight's Tim Allen said that last year schools in the conference (located in the central time zone) were forced to move the kickoff of their games up to 11:30 a.m. local time to meet the 12:30 p.m. NYT start of the early syndication window. "The TV revenue from those games was not great enough to offset the lost attendance due to the early kickoff," he said.

TCS last year syndicated a regional package of Penn State, Rutgers and Temple University games. Penn State is now out of the syndication market, and Rutgers and Temple have joined the Great American Independent Football package, which Jefferson Pilot Teleproductions will offer for the first time this year. That package also includes Notre Dame, Boston College, Syracuse, Army, Navy, Pittsburgh and West Virginia. TEN Productions had been syndicating a package of Boston College, Pittsburgh and Syracuse games. Jefferson Pilot will continue to offer a separate package of Atlantic Coast Conference games.

There will also be fewer televised college games on cable this year. Perhaps the most prominent example of that is Turner Broadcasting's cutting back, by about two-thirds, the number of games it will offer. Its sole package will be an early afternoon (12:40 p.m. kickoff), 10 to 12 game slate of Southeastern Conference games, with pre- and post-game wrap-ups, starting Sept. 5. It decided earlier this year not to renew its prime time package (a mixture of Big 10-Pac 10-ACC-independents) or late afternoon package of Big 10 games. Rex Lardner, vice president, sports, explained the cutback this way: "Last year we did three packages and we lost money. The feeling was the supply and demand were way out of sync. The packages were limited in what they could deliver and there was too much football in the marketplace." He declined to state exactly how much TBS lost, but acknowledged it was in the millions.

The USA Network, which televised 11 college games last year (cherry-picking games by prearrangement from the Raycom, Jefferson Pilot and TEN packages), is dropping the sport from its schedule altogether this season. "We feel the market is oversaturated," said a USA spokeswoman. She said the network plans to counterprogram with entertainment fare.

But the shakeout in the total number of televised games, coupled with a strong upfront network marketplace, has resulted in what many television and advertising executives see as full recovery of the football marketplace, which had softened in early 1985 and remained that way through 1986. In fact, the sports marketplace generally is seen as the strongest it has been in two years. The 1987 college football marketplace, by some estimates, totals more than $75 million, with perhaps $55 million of that accounted for by the network marketplace, with the rest going to cable and syndication. Agency sources indicated that both ABC and CBS are getting $37,000 to $39,000 per 30-second commercial for their college games, and both networks are close to sellout of their packages. "It's a long way from the low [$20,000] rates they were getting last year," noted one sports consultant.

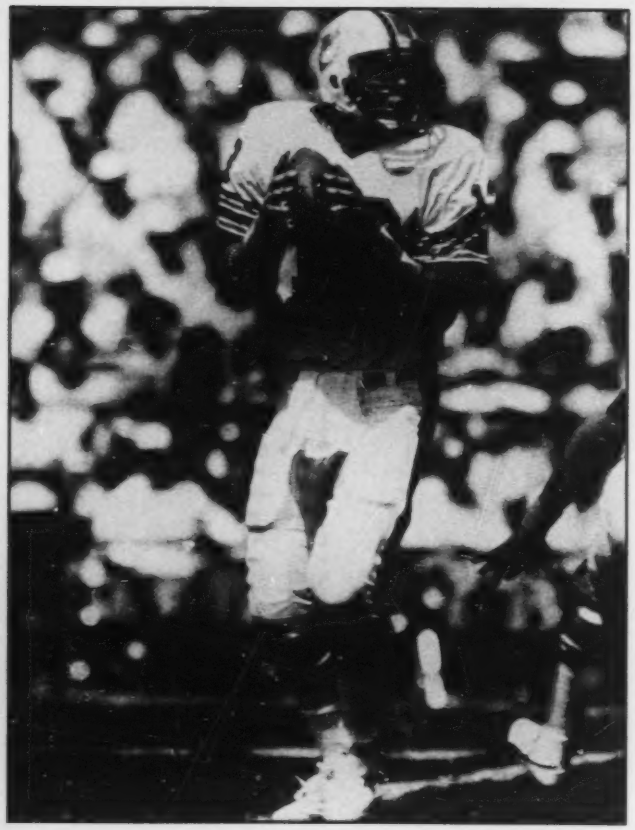
CBS signed a new four-year deal to carry the College Football Association last winter for $64 million, or $16 million annually. The CFA had been carried by ABC, whose two-year, $32-million deal expired at the end of last season. CBS is carrying 16 CFA games this year as well as the Army-Navy game Dec. 5. The CFA package kicks off Sept. 12 at 8 p.m. with Penn State at Alabama.

The CBS-CFA contract broke new ground in one respect. At the CFA's insistance, it is providing all the so-called "below the line" production facilities, including all the technical equipment for the physical production of the games, such as cameras and crews, mobile studios and satellite time. CBS will contribute the "above the line" talent, including on-air play-by-play announcer, analysts, game producers and directors. It is the first time that any network has agreed to the out-of-house production of any major sports series.

John Kasser, associate executive director of the CFA, will also fill the role of executive producer of the CFA telecasts seen on CBS. Kasser said the CFA insisted on doing the production work because "we felt we could save money by producing the games for less," and thereby realize a higher net gain on the network rights fee. It has farmed out the production work to F&F Productions, St. Petersburg, Fla., which has done a lot of freelance work for CBS in the past, including many of the Tampa Bay Buccaneer NFL games, some boxing matches and other events. F&F was one of several companies that submitted a bid for the work. Others included John Crow of Houston and Jefferson Pilot.

CBS thinks highly of F&F's work, although last week CBS Sports executive producer Ted Shaker expressed concern with the arrangement forged with CFA. "Producing a series like this is a very collaborative effort," he said. "So many people can take it down" with the flip of a wrong switch. Combining a CBS executive production team with a new outside production crew will certainly give the telecasts "a different feel," he said. Shaker last week seemed to question whether the arrangement was in the best interests of the sports division "in terms of editorial independence. We have produced our own programs throughout the years, and that is something in which I have definite pride. I'm not convinced [farming out the production] is the right thing to do."

The on-air talent for the games will include Brent Musburger doing play by play, with Pat Haden stepping in as the primary color analyst. A new game producer will also be in place, John Faratzis, who replaces Ric LaCivita, who left CBS to form an independent production company. Jim Nantz will again host the network's *College Football Report* before, during and after scheduled games. In postseason play, CBS will carry the John Hancock Sunbowl on Christ-



mas, the Mazda Gator Bowl on Dec. 31 and the Cotton Bowl on Jan. 1.

ABC picked up the rights to the Big 10-Pac 10 package of games in a four-year deal valued at $52 million, or $13 million a year. Last year, CBS paid about $10 million for the Big 10-Pac 10 conference. The package kicks off on Labor Day, Monday, Sept. 7, at 8 p.m. with USC at Michigan State. A network spokesman said it will broadcast 15 or 16 CFA games. But ABC kicks off its college schedule the week before (Aug. 30) with the first CFA game, the Mazda Kickoff Classic, which is being produced by Raycom. In an unusual deal, the syndicator bought the three-hour block of time on the network for the game and will sell and retain the advertising revenue for itself, according to a Raycom spokesman.

On the air, ABC has signed former pro quarterback and NBC NFL color analyst Bob Griese as the primary analyst for the Big 10-Pac 10 coverage. He'll join Keith Jackson, who returns as ABC's primary play-by-play announcer on the college side, and Mike Adamle, the WLS-TV Chicago sports reporter, who becomes the network's primary college football sideline reporter. The secondary team will consist of Gary Bender (play by play), Lynn Swann (color) and a sideline reporter to be announced. Al Trautwig and Jim Hill will form the new team of the network's college football wrap-up program, *College Football Today*, replacing Jim Lampley, a rising star at ABC Sports until his abrupt departure last month over a contract dispute with ABC Sports President Dennis Swanson.

ABC's postseason college play includes a Christmas Day doubleheader with the Kelly Tires Blue-Gray All Star Classic, followed by the Aloha bowl. On Jan. 1, the network will carry the Citrus Bowl and the USF&G Sugar Bowl. NBC does not carry regular season college football, but will carry the Fiesta, Rose and Orange Bowls on Jan. 1.

Despite the fact that some cable networks are cutting back college coverage, ESPN is adding a second package of CFA games in the late afternoon (12 games) to complement its 16-game prime time package. The network has a new four-year agreement with the CFA for two packages each season valued at $70 million, or $17.5 million annually. The network also has two smaller packages, a late-night Saturday package of four or five games and a six-game Thursday night package, both of which will feature lesser known schools. Altogether, EPSN will have as many as 39 games this year compared to 27 last year. A spokeswoman for ESPN said the reason it picked up the second package was the success it had with the prime time CFA package last season.

ESPN's prime time on-air talent includes Jim Kelly (play by play) and Kevin Kiley (color). The afternoon CFA announcing team includes Mike Patrick on play by play (he will also do the play by play for the network's late season NFL telecasts) and Lee Corso (color). Tim Brando moves up as host of the college wrap-up show, replacing Beano Cook, who will focus on pre-produced features for the same program. In the postseason, ESPN will carry the California Bowl, Holiday Bowl and the Ricoh Japan Bowl.

While some schools and conferences have opted to forgo the syndication market altogether, others are putting together their own packages. That is what the Big 10 is doing for the first time with football. Actually it is farming out all of the production, marketing and sales work to RCM Inc., Champaign, Ill., which is headed by Bill Rasmussen, founder of ESPN. Technically RCM is not a syndicator, but it provides most of the same services. The difference, according to Rasmussen, is that the Big 10 retains the rights to its games and has more of a say in how they're packaged and marketed. RCM, he said, receives a flat "retainer fee," while the conference will keep the balance of the games' advertising sales.

Last year, the Big 10 netted about $9 million in rights fees from televised football. It had both a syndication and cable deal with TBS. Under the new arrangement with RCM, Rasmussen projects the conference may yield close to an additional $2 million over last season. "It's their product," he said. "We are just facilitating its distribution." Former ABC Sports producer Chuck Howard will produce the 13-game package. RCM will also produce out of its Champaign studios a *Big 10 Today* wrap-up show. On-air talent includes Jim Simpson (play by play) and Steve Davis (color), with Chris Schenkel (play by play) and Frank Broyles (color) doing occasional prime time games. The Big 10 syndication package will be cleared in about 40% of the country primarily in the Midwest and on Madison Square Garden Network in the Northeast.

RCM is doing similar kinds of packages on a smaller scale for two Big 10 schools, Illinois and Iowa.

The Public Broadcasting Service will again carry a package of Ivy League games produced by Transworld International, New York. Mizlou, the New York-based syndicator, will distribute six postseason bowl games, including: Independence (Dec. 19), Freedom (Dec. 30), Bluebonnet (Dec. 31), Peach (Jan. 2), East-West Shrine Classic (Jan. 16) and Senior (Jan. 23).

NFL returns to CBS Radio; Mutual has pro and college schedule, while NBC also has college games

On professional football's network radio front, CBS Radio recaptured the exclusive NFL rights package from NBC, signing a three-year deal for $17.25 million. CBS held the NFL radio rights for seven consecutive years before NBC won the bid for a two-year contract with $11 million, prior to the 1985 season. The new CBS agreement, however, involves an increase from 37 to 40 games annually over the previous contract.

The package is composed of 16 Monday night games, eight Sunday night games, four Saturday games, two Thanksgiving Day games and 10 post-season games including the Super Bowl and Pro Bowl, all of which will air over the CBS Radio Network. The first Monday night game is slated for Sept. 14 with the New York Giants at Chicago Bears.

"By the time we hit the air with our first game, we should be 75% sold out with season-long sponsorships. The rest of our inventory will be on a scatter basis," said Steve Youlios, vice president, sales, CBS Radio Networks. Among the season-long sponsors are: Anheuser-Busch, Buick, Honda and Richardson-Vicks.

CBS is projecting a line-up of some 300 stations for its 1987 coverage. Thus far, the games have been cleared on 216 stations, including all of the top 10 markets and 41 of the top 50 markets.

The primary announcer team for CBS Radio is Jack Buck and Hank Stram. Other CBS sportscasters slated to work the games are Pat Summerall, Jim Nantz, Pat Haden and Jim Kelly.

The network is also readying several different elements for its NFL coverage. The list includes the *NFL Preview* series, a 15-

minute, weekly program hosted by CBS Sportscaster Brent Musburger and CBS Sports analyst Jimmy (The Greek) Snyder that features a preview of the upcoming weekend's matchups. The series will be fed to stations on Fridays from Sept. 11 through Jan. 29, 1988. And at the end of each game, CBS will air *NFL Talk*, a live, one-hour post-game show with a listener call-in segment. The show will be hosted by Hank Stram with Jim Nantz co-anchoring from the CBS studios in New York. In addition, from Aug. 31 to Sept. 11, CBS will present the *NFL Preseason Preview*, 10 two-minute reports hosted by CBS Sportcaster John Madden.

On the college side, the CBS Radio Network will air three bowl games: Independence, Sun and Cotton.

■ Mutual will again present 16 regular-season NFL doubleheaders, beginning Sunday, Sept. 13, with San Francisco at Pittsburgh and Seattle at Denver. (Mutual has yearly contracts for Sunday broadcasts with most NFL franchises.) The primary announcer teams for Mutual football are Tony Roberts with Jack Ham and Joe Meyers with Jack Snow.

Mutual's 1987 college agenda includes 11 Notre Dame games, which begin Sept. 12, and 11 major college games that entail both the "College Kick-Off Classic" featuring Iowa and Tennessee on Aug. 30 and the annual Army-Navy game on Dec. 5. The network will also have four college bowl games: Aloha, All-American, Holiday and Sugar.

■ NBC Radio Network, which was just purchased by Westwood One (BROADCASTING, July 27), will be airing the same five college bowl games it had on its agenda last year: Gator, Liberty, Fiesta, Rose and Orange.

A team by team look at the 1987 season

WSB(AM) will have roughly 50 stations in its regional network for broadcasts of all **Atlanta Falcons** football games. The network, said Michael Faherty, the station's vice president and general manager, includes stations in Florida, Alabama, South Carolina and North Carolina. This year WSB hired a sports sales specialist, who also obtains advertising for the station's other sportscasts, including the Atlanta Braves and University of Georgia football and basketball games. As a result, said Bob Huntley, general sales manager, advertising sales for the broadcasts are "in much better shape.... We are 30% ahead of where we were pacing last year." Sponsors include Delta, Honda, Chevron and Miller beer.

WAGA(TV) Atlanta is in the last year of its current contract to televise four preseason Falcons games. Diane Harnell, the station's local sales manager, said sales are going very well, and although details of some major sponsorships are still be ironed out, sales are ahead of last year.

□

Radio sales for the **Buffalo Bills** "nave been excellent, ahead of last year," according to WBEN(AM) salesman Dan Voegtly. The station's availabilities are about 90% sold, with network positions completely gone, he said, and "the response has been very, very good." WBEN offers a weekly, two-hour pregame show, a postgame show with locker room interviews and a postgame call-in segment. Fans are invited to a weekly tent party outside the stadium before the game, sponsored by a local bank. WBEN airs a Monday night block of football programing at 6-9 p.m. including a sports talk program, a coach's show and listener call-in. The game begins at 9 p.m.

TV coverage of the preseason games is handled by WKBW-TV Buffalo, with commentary by Rick Azar and NBC's Paul Maguire. NBC carries the regular-season games, but WKBW-TV provides coach and team interviews in a half-hour weekly highlight show each Saturday. Genesee Brewing is this year's major sponsor, with automotive, financial, fast food and soft drink advertisers among others signed. General sales manager Richard Shephard said availabilities are about 75% sold. Sales are "improved" over last year, he said, "and so is the team."

□

The **Chicago Bears** have a new local preseason TV rights holder—WLS-TV—which has a four-year contract with the team. WBBM-TV was the previous rights holder.

On the radio side, WGN(AM) enters the final year of a three-year deal with the Bears. Sales are reported to be brisk at both stations. The major sponsor on the TV side is Ford, while major radio sponsors are True Value Hardware, Amoco, Chevrolet, Pizza Hut and G. Heileman Brewery.

□

WKRC(AM) Cincinnati holds the radio rights for the four pre-season and 16 regular season games of the **Cincinnati Bengals.** In the final year of a three-year contract with the team, the station will feed coverage to a regional network of 30 to 40 stations, said John Soller, the station's general manager. Sponsors for the broadcasts, and for several pre-and-post-game shows include Budweiser, Honda, Blue Cross-Blue Shield of Ohio, Oscar Meyer, Sears and Kroger supermarkets.

NBC affiliate WLWT(TV) will broadcast three live and one tape-delayed pre-season games. Anthony Kiernan, WLWT vice president and general manager, said that advertising sales were "fair," and included Coors, Buick Dealers and Kentucky Fried Chicken. The games, for which the station holds the rights, will also be distributed to TV stations in Lexington, Ky., and Dayton, Ohio.

□

WJW-TV Cleveland is in the first year of a three-year contract to cover the **Cleveland Browns.** The station will cover four preseason games (three live, one tape-delayed), said operations manager, Lou Gattozzi. The station will augment its coverage with its Sportscenter 8 reporters Casey Coleman and John Tellich. Major sponsors are being signed now and Gattozzi reports sales are on schedule.

Browns owner Art Modell's WWWE(AM) will be covering all the Browns games with play-by-play again handled by Nev Chandler with 13-year Browns veteran Doug Dieken doing the color commentary. The station will have a countdown show before the game, a coach's show and a Browns wrap-up. Jim Mueller will join Dieken for the coach's show and the wrap-up. Director of sports marketing, Bill Coleta, said major sponsors include Anheuser-Busch, the Ohio Lottery and Blue Cross/Blue Shield.

□

KXAS-TV's schedule of **Dallas Cowboy** games will depend on whether two of the games are sell-outs, in which case they will be broadcast. The station will definitely have an Aug. 15 match-up with the San Diego Chargers, as well an ESPN game for which it was the winning bidder. The station's Cowboy coverage will also include two half-hour Sunday morning shows, hosted by, respectively, Cowboy president and general manager, Tex Schram and coach, Tom Landry. The station will also run the Tex Schram show on Saturday evening in place of a sixth day of *Wheel of Fortune*. The station's program manager, Russ Thornton, said that the trade-off between the two programs is "a wash."

KRLD(AM)'s coverage of Cowboy games will again be supplemented by shows hosted by Landry and Schram, and Cowboy greats Bob Lilly, Charley Waters and Preston Pearson. The games will again be distributed by the Texas State Network.

□

KOA(AM) Denver is broadcasting the entire **Denver Broncos** schedule including the opening preseason game against the Los Angeles Rams, which will be carried live from London's Wembly stadium. Bob Martin and Larry Zimmer return as announcers. Each week there will also be a 90-minute pregame show and 90-minute postgame, locker room show.

Announcers Ron Zappolo and Dave Logan will handle preseason Broncos telecasts on KCNC-TV Denver. Two games will be covered: Aug. 15 against the Green Bay Packers and Aug. 29 against the Rams. Two other stations, KRDO(TV) Colorado Springs and KJCT(TV) Grand Junction, Colo., will carry both games as well. Ad sales are going "fairly" well, according to Lon Lee, KCNC-TV vice president and program manager, especially for a market that has had a "soft economy" in recent years. During the regular season, KCNC-TV will produce two Bronco shows, *Broncos Beat* on Saturday evening and the *Dan Reeves Show* on Monday night.

□

WJR(AM) is beginning the second year of a three-year deal for exclusive radio rights to **Detroit Lions** football. The station is assembling a Lions station network of some 40 outlets as part of its new "WJR Sports Network" (see "Riding Gain," p. 60). Among the radio sponsors for this year's games are: Ford, Anheuser-Busch and the Elias Brothers restaurant chain.

WJBK-TV will air two live preseason contests. Among the major advertisers for the telecasts

Local TV Preseason NFL coverage

Team	Originator	Regional network; games scheduled; rights holder
AFC East		
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Four live games; station holds rights
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights
Miami Dolphins	WCIX Miami WPLG Miami	Two games on WCIX, one on WPLG, one on ESPN; stations hold rights
New York Jets	WPIX New York	Two live, one tape delay games; station has revenue sharing deal with team
New England Patriots	WBZ-TV Boston	One live game, two if sell out; station holds rights. Also feeds WJAR-TV Providence, R.I.
AFC Central		
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; three live, one tape delayed games; station holds rights
Cleveland Browns	WJW-TV Cleveland	Three live, one tape delayed games; station holds rights
Houston Oilers	KPRC-TV Houston	Fourgames; station holds rights
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net. of eight stations; three preseason games; station holds rights
AFC West		
Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Two live, two delayed; station holds rights
Los Angeles Raiders	KABC-TV Los Angeles	Three tape delayed games; Bob Speck Productions, Los Angeles, holds rights
San Diego Chargers	KGTV San Diego	Two tape delayed, one live, games; station holds rights.
Seattle Seahawks	KING-TV Seattle	Three live games; station holds rights.
NFC East		
Dallas Cowboys	KXAS-TV Fort Worth	30 stations; two live games, two more if sell outs; station holds rights
New York Giants	WPIX New York	One live, one delayed; station holds rights
Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights
St. Louis Cardinals	KPLR-TV St. Louis	Two live, one tape delayed games; station holds rights.
Washington Redskins	WTTG Washington	Reg. network of five other stations; four games; station holds rights
NFC Central		
Chicago Bears	WLS-TV Chicago	Four preseason games; station holds rights
Detroit Lions	WJBK-TV Detroit	Four stations; two live games; station holds rights
Green Bay Packers	WBAY-TV Green Bay	55 stations; four games; station holds rights
Minnesota Vikings	WCCO-TV and KARE-TV Minneapolis	WCCO-TV has two games, KARE-TV one; stations hold rights
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	One live, three tape delayed games; station holds rights
NFC West		
Atlanta Falcons	WAGA-TV Atlanta	Two live games and two tape delayed if not sell outs; station holds rights
Los Angeles Rams	No TV rights	N/A
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge, one live and three tape delayed games; station holds rights
San Francisco 49ers	KPIX San Francisco	Two live games; station holds rights

are Midas Muffler, Molson Golden and Hardee's, according to Jim Clayton, station general sales manager, who added that available inventory is about 65% sold out. And for the second consecutive year, WJBK will have a regional network of four stations.

□

Sales for television broadcasts of the **Green Bay Packers** are "fair" and include fast food, beer, automobile and bank advertisers, according to Dick Millhiser, program director of WBAY-TV Green Bay, Wis. The station's sports anchor, Bill Jartz, will handle coverage of the games, with color provided by former Packer Paul Hornung. The Packers rotate among several stadiums, Millhiser said, playing their four preseason games in Milwaukee, Madison and

Green Bay, all Wisconsin, and Tempe, Ariz., and their regular season games in Milwaukee and Green Bay.

Radio coverage of the Packers games, presented by WTMJ(AM) for the 60th year, includes a 35-minute pregame show and a 15-minute postgame show, with play-by-play handled by the station's morning drive sportscaster, Jim Irwin, winner of the Wisconsin Sportscaster of the Year award for six of the past eight years. Color is provided by former Packers split end Max McGee. Sales of availabilities are going well, according to Jeffrey Kuether, WTMJ general sales manager, and include such sponsors as Anheuser-Busch, Amoco, NAPA auto parts and True Value hardware stores.

□

KPRC-TV Houston renewed its annual contract to tape and broadcast four **Houston Oilers** preseason games, including a Sept. 5 contest with the Dallas Cowboys. According to the station's sales manager, Dick Daggett, 70% of inventory for those games has been sold to sponsors including Miller beer and Randalls Food Stores. As an NBC-TV affiliate, KPRC-TV will carry all NBC-covered Oilers vs. other AFC team away games, as well as any sold-out home games.

KODA(FM) Houston begins its third year of a four-year contract this month, broadcasting the Oilers over a Southwest network of 25-30 stations. Believing KODA(FM) to be the only station broadcasting all its 20 games in stereo, Dave Pearlman, vice president and general manager, credits a trend toward more full-service FM stations. He added that the station strongly promotes the stereo and urges listeners to tune in on their stereo sets at home while watching the games on TV. Pearlman said that KODA(FM) has "tripled" the audience of the previous rights holder. During the season, the station's morning drive includes ***From the Sidelines***, a three-days-a-week, five-minute show with Oiler's coach Jerry Glanville, and pre and postgame shows of a half-hour each. Promotions will again include stadium giveaways, as well as the "hugely popular" Free Fan Fare Contest, with fans winning trips to away games. Sponsors will include Anheuser-Busch, Honda, Gulf, TranStar Airlines, GTE and Randalls Food Store. Pearlman described the ad inventory as "heavily sold."

□

Mike Corken, vice president and general manager of WTHR(TV) Indianapolis, said that his station is facing sterner competition for the sports advertising dollar because some of the money

Local radio's preseason and

Team	Originator	Regional network; games scheduled; rights holder
AFC East		
Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights
Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 13-16; four preseason and 16 regular season games; station holds rights
Miami Dolphins	WIOD(AM) Miami WQBA(AM) Miami (Spanish)	Regional network of approximately 36 stations for WIOD; both do four preseason and 16 regular season games. WQBA(AM) holds Spanish-language radio rights
New England Patriots	WEEI(AM) Boston	Reg. net. of 39; four preseason and 16 regular season games; station holds rights
New York Jets	WABC(AM) New York	Station will carry 12 regular season games. Due to conflict with Yankees baseball, which WABC also carries, WNBC will likely air four preseason and and regular season games. WABC holds rights
AFC Central		
Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net. of 30-40 stations; four preseason, 16 regular season games; station holds rights
Cleveland Browns	WWWE(AM) Cleveland	Reg. net of 37 stations; four preseason and 16 regular season games; games will be simulcast on co-owned WDOK(FM); team holds rights
Houston Oilers	KODA(FM) Houston	Net of 25-30 stations; four preseason and 16 regular season games; station holds rights
Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Reg. net. of 40 stations; four preseason and 16 regular season games; station holds rights
AFC West		
Denver Broncos	KOA(AM) Denver	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights
Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50; four preseason and 16 regular games; station holds rights
Los Angeles Raiders	KABC(AM) Los Angeles	Three games; station holds rights
San Diego Chargers	XETRA-AM-FM Tijuana	Reg. net. of four stations; four preseason and 16 regular season games; team holds rights

expected to go into **Indianapolis Colts** football has been earmarked for sponsorship of the Pan American Games which will be held in Indianapolis this summer. Nevertheless, Corken estimated that by the time the football season opens, WTHR will have reached last year's sales output when the coverage was more than 90% sold out. Among the major advertisers participating in the football coverage are Hardee's restaurants, Heileman Brewing, Kroger, Pizza Hut, Stroh's Brewery and several car dealers.

In radio, Tim Medland, general sales manager of WIBC(AM) Indianapolis, reported that sales are proceeding well even though the Colts went 3-13 last year. Medland is hopeful sales will equal those of last season. Among the sponsors signed are Toyota dealers, Hook's Drug Stores, Delco Electronics, Nationwide Auto Parts, and Waffle House restaurants.

□

KCMO(AM) Kansas City, Mo., has assembled a network of 50 stations to carry the games of the **Kansas City Chiefs** this season. The station will broadcast four preseason and 16 regular games to outlets in Missouri, Kansas, Iowa and Oklahoma. Skip Stow, KCMO general sales manager, said he is pleased with sales; 70% of the national and 85% of the local availabilities have been sold. Among clients in the football package are Braniff Airlines, Manor Square shopping center, Toyota, Budweiser, Subaru, Shelter Insurance and Amoco.

On the television side, KCTV(TV) will telecast four preseason games this year, according to Pat North, the station's general sales manager. North estimates that total business is running slightly ahead of last year. Advertisers include Taco Bell restaurants, Hardee's, Coors, Prime Health (health care) and Berbiglia wine.

□

This year, KABC(TV) Los Angeles will cover three **Los Angeles Raiders** preseason games with the fourth game against Dallas going to ESPN. In previous years, KNBC(TV) Los Angeles aired the games. All three games will be tape-delayed unless sold out. Bob Speck Productions, Los Angeles, in the second year of its contract, holds the rights for the games. Rolando Solano, associate producer for Speck, said that Al LoCasale, executive assistant for the Raiders, will handle color commentary, but no play-by-play announcer has yet been found. Solano reports sales at 90% of inventory.

KRLA(AM) Los Angeles will again be handling the radio broadcasts for a network of 38 stations in 14 states. In addition to the *Raiders Countdown* pre-game show with Bill King and

regular-season NFL coverage

Team	Originator	Regional network; games scheduled; rights holder
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 60; four preseason games and 16 regular season games; station holds rights.
NFC East		
Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights.
New York Giants	WNEW(AM) New York	Reg. net of 35; four preseason and 16 regular season games; station holds rights.
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 40; four preseason and 16 regular games; station holds rights.
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights.
Washington Redskins	WMAL(AM) Washington	Reg. net of 65 stations; four preseason and 16 regular season games; station holds rights.
NFC Central		
Chicago Bears	WGN(AM) Chicago	Tribune Radio Net. of more than 40 stations; four preseason and 16 regular season games; station holds rights.
Detroit Lions	WJR(AM) Detroit	Reg. net of 45; four preseason and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 55 stations; four preseason and 16 regular season games; station holds rights.
Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 64; four preseason and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WRBQ-FM Tampa-St. Petersburg	Reg. net of 28; four preseason and 16 regular season games; station holds rights.
NFC West		
Atlanta Falcons	WSB(AM) Atlanta	Reg. net. of 50 stations; four preseason and 16 regular season games; team holds rights.
Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net. of 32 stations; Spanish-language net. via Mexican stations; four preseason, 16 regular season games; team holds rights.
New Orleans Saints	WWL(AM) New Orleans	Reg. net of more than 50; four preseason and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 20; five preseason and 16 regular season; station holds rights.

Rich Marotta, it will also produce *The Tom Flores Show* with Tom Harmon. Major sponsors include Arco, Nissan, Anheuser-Busch, Hitachi, TWA, Farmers Insurance and Mobil Oil.

□

KMPC(AM) Los Angeles will add two stations to its regional network for its broadcasts of the **Los Angeles Rams,** which this year include a game broadcast from London between the Rams and the Denver Broncos. The station is in the first year of a four-year contract with the team. Bill Ward, KMPC executive vice president, said the broadcasts are sold out. Major sponsors include Chevron, Budweiser and the southern California Chevrolet dealers. Once again KMPC will produce and sell time for a Spanish-language broadcast, rights for which are owned by XEPRS Rosarito, Mexico (Tijuana).

As was the case last year, none of the Rams's five preseason games will be produced for local over-the-air television because both away games will be nationally telecast, and the home games would have to be shown on a tape-delayed basis, said Pete Donovan, director of public relations for the team. Although the Rams could sell the rights, they have not found a taker for their asking price.

□

WIOD(AM) will broadcast the **Miami Dolphins** games for the 22d year in a row. According to station manager Phil Costin, ticket sales are running at a new high due to the recent completion of the 75,000-seat Joe Robbi stadium. It is anticipated that several home game blackouts will be lifted. Games will be fed to a 36-station network that could expand to 40 before the season begins. Major sponsors include Anheuser-Busch, Honda, Amoco, Glendale Federal, Publix Supermarkets, Burger King and Microtel.

Spanish-language rights to the Dolphin games are held by WQBA(AM), which is in the fifth year of a seven-year contract. Broadcasts will include a 30-minute pre and a 15-minute postgame show. Major sponsors are Kodak, *the Miami Herald*, Publix Supermarkets and Rheem, air conditioners.

WCIX(TV) will carry only two preseason games this year, with ESPN and ABC affiliate WPLG(TV) covering the remaining two. Carolyn Navarra, of WCIX local sales, reports that 80% of the telecasts have been sold, with Coors as the major sponsor.

□

Entering the last year of a three-year pact for radio rights to **Minnesota Vikings** football broadcasts is adult contemporary KSTP-FM, one of only two FM stations holding rights to professional football. (The other is KODA[FM] Houston for the Oilers.) Sponsors for this year's coverage include Midwest Federal, Honda, State Farm Insurance and Farmer's Insurance, all of which were with the station last year.

"Sales are pacing better this year than last season. Everyone expects the Vikings to have a better team in 1987," said Tim Monahan, KSTP-FM general sales manager.

KSTP-FM will also be the originating station for a regional network of 64 stations covering not only Minnesota, but also North Dakota, South Dakota, Iowa and western Wisconsin.

For television, the preseason telecasts will be divided between WCCO-TV and KARE-TV. WCCO-TV, which has a one-year deal with the Vikings, will air two live games and KARE-TV one live game—the latter won the bid for a Sept. 3 pre-season home game from ESPN. (ESPN has placed all games for the season up for bid for stations in the home market [see story, page 39]). WCCO-TV, which picked up the local broadcast rights for Vikings preseason five weeks ago, has signed Midwest Federal and Mazda.

The KARE-TV game is an ESPN feed with spots sold by the station on a scatter basis. Advertisers include Goodyear, Phillips Petroleum and Heileman Brewery.

For the past two seasons, KSTP-TV held the local television rights.

□

WBZ-TV Boston has formulated plans to telecast at least one **New England Patriots** game this autumn, and may cover a second game if it is sold out. The station will also feed the coverage to WJAR-TV Providence, R.I. A spokesperson said sales are proceeding briskly and about 60% of the schedule is sold, but declined to identify sponsors.

Radio coverage of Patriots games will consist of 16 season and four preseason contests that will be fed to a regional network of 38 stations. Bob Abernathy, vice president and general manager of WHDH(AM) Boston, said the advertising schedule is almost 80% sold. Major sponsors include Honda, Anheuser-Busch, Gulf Oil, True Value Hardware, AMC Jeep and Grossman's (regional building centers).

□

WWL are the call letters to remember for **New Orleans Saints** fans. WWL(AM) will broadcast all 20 Saints games to a network of approximately 50 stations for the second year in a row while WWL-TV will continue carrying the four preseason games. Don de la Houssage, general sales manager on the radio side, reports that sales are ahead nationally but behind locally, with Budweiser, Louisiana Nissan, Bell South Mobility, Bordens and Gulf/Chevron participating as sponsors. Sales are running at about 70%.

WWL-TV reports that approximately 75% of its ad inventory has been sold. Burger King, Miller beer and Popeye's chicken have signed on as sponsors to date. A live feed will go to WAFB-TV Baton Rouge.

□

WNEW(AM) New York will kick off its 27th consecutive year of **New York Giants** football coverage this year. Among the major advertisers for the 1987 season are Manufacturers Hanover Trust, Honda, Budweiser and Continental Airlines.

The station is also assembling a regional network of some 35 stations under the umbrella name of the Giants Radio Network. Assisting in the clearance of those stations is independent broadcast consultant Dick Brescia, formerly an executive with the CBS Radio Networks. WNEW is handling network sales.

On the television front, WPIX(TV) will air one Giants preseason game on a tape-delay basis. (The station is also airing preseason New York Jets football [see below]). The major sponsor thus far is the Miller Brewing Co.

□

Talkradio WABC(AM) New York has signed a one-year extension of its three-year pact for **New York Jets** football, said station president and general manager, Jim Haviland. As in previous years, the station has a scheduling conflict with its New York Yankees broadcasts during the early part of the football season. This year, four preseason and four regular season Jets games will likely air over WNBC(AM) New York, with the balance of 12 regular season games and any postseason contests over WABC. WABC reportedly would pay WNBC $10,000-$12,000 per game, about what it had paid WMCA for carrying the conflicting games for the past three years.

Among the key advertisers for Jets football on radio are Molson, the *Daily News* and Blue Cross/Blue Shield, all of which are returning sponsors. New advertisers this year include Marine Midland, The Whiz local retail chain and Ford Motorcraft.

WABC, said Haviland, will again have two-hour pre and postgame shows surrounding play-by-play Jets coverage. (Fifteen-minute pre and postgame shows will air during the conflicting games in August and September).

For 1987, WPIX(TV) is carrying the Jets preseason local telecasts. For the past several years, WNYW-TV (formerly WNEW-TV) had carried the Jets during the preseason. WPIX will air one tape-delay and two live Jets games beginning Aug. 15. The major sponsor, thus far, is Miller Brewing Co.

□

Allen Murphy, general sales manager of KYW-TV Philadelphia, reported that four **Philadelphia Eagles** preseason games will be presented live this year. He added that sales are moving along well (the station is almost sold out) and among the advertisers signed are Molson beer, Delaware Valley Chevrolet Dealers, Pepsi-Cola and Miller Brewing.

On the radio side, WIP(AM) has arranged to cover 20 preseason and regular games and will feed the coverage to a network of 40 stations. According to Chuck Fee, WIP local sales manager, sales of the Eagles package are running slightly ahead of last year. Key sponsors include Honda, Goodyear Tire, McDonald's, GMC trucks and Amoco.

□

Hearst stations WTAE(AM)-WHTX(FM) and WTAE-TV carry the **Pittsburgh Steelers** once again this season, the first of a new three- year deal. The two radio stations simulcast the games. Sales on the radio side got off to a late start, because of the holdup in negotiation of the major network television pacts, said WTAE(AM) General Manager Jim Carter. "We're not having an outstanding year," he said. Honda is a major sponsor this season.

□

Tijuana, Mexico, stations XETRA-AM-FM are entering the first year of a five-year contract to broadcast the **San Diego Chargers**, according to the stations' director of sports programing, Bill Arbenz. The stations will produce a new magazine program, *Charger Sunday* (or *Monday* or *Thursday*, as the case may be) to complement the new coverage. After a seven-month search for a play-by-play man, XETRA chose Lee Hamilton, former announcer of Arizona State games to head coverage. Joining him will be Charger business manager and former tight end, Pat Curran, along with Jim Laslovic as color commentators. Major spon-

sors include Anheuser-Busch, Chevron, Farmers Insurance and San Diego Ford dealers, with "three or four" more sponsors coming soon, said Arbenz.

KGTV(TV) San Diego will be covering three preseason Charger games, two tape-delayed and one live. The fourth game against the Rams has been sold to ESPN, said program director, Don Lundy. KGTV will also produce the *Charger Report* with coach Al Saunders. Major sponsors include Nissan, the California Milk Advisory Board and Coors. Lundy reports the sales are going well and expects no trouble selling all inventory for the games.

□

KPIX(TV) San Francisco will carry two preseason and 11 of the 16 regular season **San Francisco 49ers** games. Sales for the games are "excellent," according to Fred Eppinger, KPIX general sales manager, who said the 49ers regularly draw ratings of 32 and 33. Among sponsors signed are Jack in the Box, Pacific Telco, Coors, Hyundai, Wells Fargo bank and The Gap stores. The station offers two coach's shows, a half-hour Sunday morning preview and a Saturday review at approximately 4-5 p.m. Both programs feature 49ers Coach Bill Walsh and KPIX Sports Director Wayne Walker, a former Detroit Lion.

Radio coverage of the 49ers changed hands this year, moving from KCBS(AM) to KGO(AM). KGO will offer two hours of coverage before kickoff: a one-hour talk show and six short pregame shows. The pregame shows will focus on various aspects of the teams and games: *49ers Preview* will start off the coverage; *Today's Matchups* will compare technique; *The Bill Walsh Show* will feature the 49ers coach; *49er Closeup* will profile players and coaches; *The Other Guys* will profile opposing team members, and *49er Countdown* will precede kickoff. KGO will use a three-person broadcast team, with play-by-play provided by Lon Simmons and color by Wayne Walker and the station's sports director, Joe Starkey. KGO operations director Jack Swanson said of the station's first year of sales: "We're pleased and they're doing well." National sponsors signed include Anheuser-Busch, Farmer's Insurance, Chevron, Chevrolet and Pacific Gas & Electric.

□

NBC-TV affiliate KING-TV begins the first year of a new three-year contract to broadcast the **Seattle Seahawks.** Promotion and media director, Sue Trask, reported that the station will cover three preseason games, with NBC-TV covering the fourth. The station will likely lose the opportunity to telecast a number of regular season games that would normally be its. ABC will include two Seahawks games in its Monday night schedule, including one away game with the Jets; CBS will broadcast two home games against NFC teams (Trask said home games have sold out for at least the past four years and, therefore, almost all home games air locally); and ESPN will cover one game, leaving KING-TV to bid against other area stations for ESPN's local feed. Major sponsors signed so far include Pacific Northwest Bell, GTE, Rainier beer, local Ford dealers, Alaska Airlines and BMW. Promotions will include a food drive event when all those attending will bring items for the Seattle area and possibly stadium giveaways.

In the midst of a current agreement, KIRO(AM) will broadcast all pre- and regular season Seahawks games over a 60-station regional network. Major sponsors for the games, as well as for four hours of pre- and post-game shows for each game, include Chevron USA, Rainier beer, Rainier Bank, Pepsi, GTE, Pacific Northwest Bell, McDonald's and Nissan, according to national sales manager Rick Moeller, who said ad inventory is "almost sold out."

□

Although the **St. Louis Cardinals'** regular season games will be seen over CBS-TV affiliate KMOV(TV) St. Louis, independent KPLR-TV is in the third year of a three-year preseason contract, covering two games live and one tape-delayed (a fourth preseason game will appear on ABC Monday Night Football). Gregg Filandrinos, director of sales, reported that approximately 50% of the advertising inventory has been sold and sponsors include Anheuser-Busch, Taco Bell, Chevrolet and American Family Insurance. With the baseball Cardinals hot, said Filandrinos, advertisers are waiting to commit their spot dollars; he expects to confirm the remainder of his inventory this week.

Sales manager Rich Gray of KMOX(AM) St. Louis, originating station for a 50-station network covering Cardinals games, said last week that 96% of inventory for 20 regular and preseason games has been sold to sponsors including Amoco, Anheuser-Busch and Farmers Insurance. KMOX(AM) is in the second year of a five-year contract.

□

WRBQ(FM) has picked up the rights to **Tampa Bay Buccaneers** games this year and will broadcast all 20 to a 28-station network throughout Florida, Georgia and Louisiana. In addition to the games, WRBQ plans to offer four 15-minute pregame shows, *NFL Gameday*, *Buccaneer Beat*, *The Ray Perkins Show* and *Scouting Report*, and three 15-minute postgame shows: *Buccaneer Wrap-up*, *Locker Room* and *NFL Gameday*. Ralph Beaver of the Buccaneer Radio Network reports that 85% of the broadcasts have been sold nationally with sponsors including Anheuser-Busch, Chevrolet, Eastern Airlines, Chevron, Century 21 and Bob Evans restaurants.

Buccaneer preseason games will be carried for the ninth year in a row by WTOG(TV) St. Petersburg which will broadcast them along with *Countdown to Kickoff* and *The Buc's Ray Perkins*, a 16-week show featuring the team's coach. Ed Jones, WTOG's executive producer, reports that 75% to 80% of available advertising time has already been sold, with Beacon Homes, Southeast Toyota and Cash & Carry grocery stores signed on as sponsors.

□

Fox's WTTG(TV) will again broadcast four **Washington Redskin** preseason games, which, according to Betty Endicott, the station's vice president and general manager, are the highest-ranked broadcasts in the market, achieving 70-plus shares. In line with that, Endicott said the station has had no trouble getting strong rate increases this year. Advertisers already signed include McDonald's, Hardees, Dodge, Subaru, Midas and Mobil.

WTTG's coverage of the Redskins will also include live reports on the *10 O'Clock News* from Redskin training camp by sports reporter Steve Buckhantz and former Redskin all-pro tackle George Starke; *Redskin Playbook* on Monday and Thursday on the *10 O'Clock News* with Buckhantz and former all-pro center Jeff Bostic, and four prime time half-hour specials throughout the season beginning the first week in August.

WMAL(AM) will again provide Redskin coverage, with the broadcast team of former Redskins Sonny Jurgensen and Sam Huff. WMAL is also doing its usual full range of pre and postgame coverage, along with Redskin-oriented programing every day. Fred Weinhaus, WMAL vice president and general manager, said that the Redskin schedule is selling well. Weinhas said that a good season for the Redskins is worth two share points for the station.

Network lineups

ABC-TV

Hall of Fame Game	Aug. 8
NFL preseason	Aug. 16, 24, 31
Mazda Kickoff Classic	Aug. 30
Pac 10-Big 10	Starts Sept. 7
NFL (Monday night)	starts Sept. 14
Blue-Gray All-Star Classic	Dec. 26
Aloha Bowl	Dec. 25
Florida Citrus Bowl	Jan. 1
USF&G Sugar Bowl	Jan. 1
Super Bowl XXII	Jan. 31

CBS-TV

NFC pre-season	Aug. 22, 29, Sept. 5
NFC regular season	Starts Sept. 13
CFA	Starts Sept. 12
Army-Navy Game	Dec. 5
John Hancock Sun Bowl	Dec. 26
Gator Bowl	Dec. 31
Cotton Bowl	Jan. 1
NFC playoffs	Jan. 3, 9-10
NFC Championship	Jan. 17

NBC-TV

AFC preseason	Aug. 9, 29, Sept. 4
AFC regular season	Starts Sept. 13
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Sunkist Orange Bowl	Jan. 1
AFC playoffs	Jan. 3, 9-10
Hula Bowl	Jan. 16
AFC Championship	Jan. 17

CBS Radio

NFL package	Starts Sept. 14
Independence Bowl	Dec. 19
John Hancock Sun Bowl	Dec. 26
Cotton Bowl	Jan. 1

Mutual Radio

Collegiate Kickoff Classic	Aug. 30
Notre Dame and other college games	Starts Sept. 12
NFL package	Starts Sept. 13
Army-Navy game	Dec. 5
All-American Bowl	Dec. 22
Aloha Bowl	Dec. 25
Seaworld Holiday Bowl	Dec. 30
USF&G Sugar Bowl	Jan. 1

NBC Radio

Liberty Bowl	Dec. 29
Mazda Gator Bowl	Dec. 31
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

FCC upbraided for children's TV policies

University of California professor measures nonprogram material aired by independent television stations

Contrary to FCC arguments, the marketplace has not maintained reasonable limits on nonprogram material aired during children's programs, according to a study conducted by Dale Kunkel, a professor in the communication studies program at the University of California-Santa Barbara. Using information obtained from Broadcast Advertisers Reports, New York, and from station logs, Kunkel measured the nonprogram material aired in two weekday periods by eight independent television stations in four markets: KCOP(TV) and KTTV(TV), both Los Angeles; WKBD-TV and WXON(TV), both Detroit; WDCA-TV and WTTG(TV), both Washington, and KSHB-TV and KZKC(TV), both Kansas City, Mo. Kunkel concluded that the FCC's 1984 decision to remove commercial content limits from children's programing led to a marked increase in commercial interruptions aired during children's programing in 1985. The marketplace "offers no incentive for broadcasters to limit commercial content," Kunkel said.

The U.S. Court of Appeals in Washington found recently that the FCC had failed to justify its 1984 order removing children's television guidelines (BROADCASTING, July 6). The court said that "without explanation, the commission has suddenly embraced what had theretofore been an unthinkable bureaucratic conclusion that the market did in fact operate to restrain the commercial content of children's television." Kunkel claims that the FCC makes two assumptions about the marketplace that are invalid in the case of children—that viewers are annoyed by commercial interruptions and that viewers are "capable of recognizing and responding to differences in the level of various stations' commercialization practices." Children often report that they enjoy watching commercials, Kunkel said, adding that they have few if any programing options if they don't want to watch stations with frequent commercial interruptions.

Kunkel said he focused on programing aired weekdays by independent television stations because Saturday morning programming is primarily provided by the networks, which adhere to voluntary guidelines. The stations were monitored between 7 a.m. and 9 a.m. and between 2 p.m. and 5 p.m. over two-day periods in March, June, September and December. BAR supplied data on the airing of product-related commercial advertising, and the station logs were used to determine the frequency of public service announcements, station program promotions, station identifications and other nonprogram material (including news, weather and tests of the emergency broadcast system).

According to the study, only one of the eight stations—WKBD Detroit—maintained nonprogram material at 12 minutes or less, the limit imposed by the FCC for weekday children's programing between 1974 and 1984. The study found that the average amount of nonprogram material aired by the eight stations was 13:28 minutes per hour and three stations averaged above 14 minutes: WTTG Washington (14:11), KTTV Los Angeles (14:12) and WXON Detroit (14:46).

WTTG's community affairs director, Deborah Sedillo Dugan, said that most of the station's avails are found within the children's programing block, but although the number of ads aired by the station has increased, she doesn't think the FCC's removal of guidelines "wholeheartedly hurt the public service spectrum." WTTG "is very conscious about community needs," she said. □

NBC wins week; network shares down from 1986

NBC won the prime time week (ended July 26) with an 11.6 rating and a 22.8 share. CBS came in second, according to the Nielsen numbers, with a 10.6/20.7. ABC finished the week with a 9.1/17.6. A year ago, the week went to NBC with a 13.0/25, followed by ABC's 10.5/20 and CBS's 10.2/19.

In the evening news race, the *NBC Nightly News* took the week with a 10.0/22, over ABC's 9.2/20 and CBS's 8.8/20. Twelve months ago the news numbers ran: NBC 10.1/22, CBS 10.0/22 and ABC 9.5/21.

On the statistical front, for the summer season to date, NBC holds the lead with a 13.5/25. CBS is second with an 11.6/21, followed by ABC with a 10.3/19. Last year the comparable figures were: NBC 13.5/25, ABC 12.0/22 and CBS 11.8/22.

For the year-to-date figures, as of July 26, the standings were: NBC 15.6/26, CBS 13.8/23 and ABC 12.3/21. A year ago, the YTD figures were: NBC 15.6/26, CBS 14.4/24 and ABC 13.2/22.

Both CBS and NBC won three nights of the week, with CBS taking Monday, Wednesday and Sunday. NBC took Thursday through Saturday. ABC won Tuesday.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	22.4/43
2.	Cosby Show	NBC	22.0/43
3.	Cheers	NBC	19.6/36
4.	Sunday Movie	CBS	17.2/32
5.	Murder, She Wrote	CBS	17.1/33
6.	Designing Women	CBS	15.2/26
6.	Golden Girls	NBC	15.2/32
8.	Hunter	NBC	15.1/32
9.	Growing Pains	ABC	14.7/27
9.	Molly Dodd	NBC	14.7/27
11.	ALF	NBC	14.6/28
12.	Newhart	CBS	14.5/26
13.	Moonlighting	ABC	14.4/25
14.	Who's The Boss?	ABC	14.3/27
14.	Amen	NBC	14.3/30
16.	Miss Teen USA	CBS	14.2/25
17.	Valerie	NBC	14.0/26
18.	L.A. Law	NBC	13.4/26
19.	Matlock	NBC	13.3/25
20.	Cagney & Lacey	CBS	12.7/23
21.	20/20	ABC	12.2/23
22.	227	NBC	12.1/28
23.	Kate & Allie	CBS	12.0/23
24.	Spenser: For Hire	ABC	11.9/21
25.	Equalizer	CBS	11.8/23
25.	My Sister Sam	CBS	11.8/22
27.	60 Minutes	CBS	11.4/25
28.	Miami Vice	NBC	11.3/23
29.	Monday Night Movie	NBC	11.2/20
30.	Magnum P.I.	CBS	10.6/20
30.	Night Court	NBC	10.6/20
32.	Perfect Strangers	ABC	10.3/21
33.	Highway To Heaven	NBC	10.2/20
34.	Head Of The Class	ABC	9.8/19
35.	MacGyver	ABC	9.7/18
35.	Thursday Movie	CBS	9.7/18
35.	News Special-Sun	NBC	9.7/21
38.	Crime Story	NBC	9.6/20
39.	Sunday Night Movie	NBC	9.4/18
40.	Friday Night Movie	ABC	8.9/18
40.	Movie Of The Week	NBC	8.9/16
40.	Bennet Brothers	NBC	8.9/17
43.	Saturday Night Movie	ABC	8.7/19
44.	Facts Of Life	NBC	8.5/21
45.	Monday Night Baseball	ABC	8.4/15
46	Disney Sunday Movie	ABC	8.3/17
47.	Mr. Belvedere	ABC	8.2/18
47.	B Bunny/Looney Tunes 50th	CBS	8.2/19
47.	An Enemy Among Us	CBS	8.2/15
47.	St Elsewhere	NBC	8.2/16
51.	Mike Hammer	CBS	8.1/16
51.	Stingray	NBC	8.1/19
53.	Hotel	ABC	7.9/15
54.	Sunday Night Movie	ABC	7.4/14
55.	Scarecrow & Mrs. King	CBS	7.2/14
56.	Sledge Hammer!	ABC	6.9/16
56.	AFI Salute-Fred Astaire	CBS	6.9/14
58.	Webster	ABC	6.2/15
59.	Starman	ABC	5.9/11
60.	Our World	ABC	5.8/11
61.	Saturday Movie	CBS	4.9/11

*indicates premiere episode

kw-N. Address: 2640 San Diego Rd., Jacksonville, Fla. 32207. Principal also owns new AM in Destin, Fla. Filed July 22.

■ Dakota City, Neb.—Donald A. Swanson seeks 1250 khz; 500 w-D; 700 w-N. Address: Box 102-A, Route 2, Sioux City, Iowa 51106. Principal owns KTFC(FM) Sioux City, Iowa and KUSR(FM) Rapid City, S.D. Filed July 21.

FM's

■ Marrietta, Pa.—Peoples United Christian Way Church of Faith, Hope and Love, Inc. seeks 88.7 mhz; 5 kw; HAAT: 470.3 ft. Address: 246 Front St., 17547. Principal is headed by Jesse C. Wagner and has no other broadcast interests. Filed July 20.

■ Corpus Christi, Tex.—Family Educational Radio of South Texas Inc. seeks 88.7 khz; 245 w; HAAT: 872.5 ft. Address: Route 3, Box 440-F, 28415. Principal is headed by David R. Walkden and has no other broadcast interests. Filed July 20.

Actions

AM's

■ Kinston, Ala.—Returned app. of Rene Wambles for 1490 khz; 660 kw-U. Action July 20.

■ Mount Holly, N.C.—Returned app. of Mt. Holly Inspirational Broadcasting for 850 khz; 1 kw-D; 700 w-N. Action July 20.

■ Myrtle Creek, Ore.—Returned app. of Gee Jay Broadcasting for 1560 khz; 5 kw-D. Action July 21.

FM's

■ Cross City, Fla.—Granted app. of Women in Florida Broadacsting Inc. for 106.3 mhz; 3 kw; HAAT: 328 ft. Action July 22.

■ Hiawatha, Kans.—Granted app. of Hiawatha Educational Broadcasting Foundation for 91.9 mhz; 398 w; HAAT: 134.5 ft. Action July 21.

■ Lafayette, La.—Dismissed app. of American Radio Broadcasting Network Inc. for 95.5 mhz; 3 kw; HAAT: 328 ft. Action July 22.

■ Ozark, Mo.—Dismissed app. of James Lynn Garner for 92.9 mhz; 3 kw; HAAT: 328 ft.

■ Irondequoit, N.Y.—Returned app. of Nanette Markunas for 106.7 mhz; 3 kw; HAAT: 288.6 ft. Action July 15.

■ Raleigh, N.C.—Returned app. of Rebecca C. Washburn for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Russell Kinney for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Shirley N. Hill for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Robert Darling for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Pete Douglas for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of Maria K. McKay for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Dismissed app. of Marsha O. Barr for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Raleigh, N.C.—Returned app. of FM Carolina Inc. for 102.9 mhz; 3 kw; HAAT: 328 ft. Action July 16.

■ Raleigh, N.C.—Returned app. of Bernard Dawson for 102.9 mhz; 3 kw; HAAT: 328 ft. Action July 16.

■ Raleigh, N.C.—Returned app. of Rem Malloy Broadcasting for 102.9 mhz; 3 kw; HAAT: 282 ft. Action July 16.

■ Raleigh, N.C.—Dismissed app. of Allen L. Guin Jr. for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

■ Christiansted, V.I.—Dismissed app. of Flambouyant Ltd. Partnership for 94.3 mhz; 3 kw; 1,076.8 ft. Action July 17.

■ Tomah, Wis.—Dismissed app. of Pirate Broadcasting Co. for 94.5 mhz; 3 kw; HAAT: 326 ft. Action July 15.

Facilities Changes

Applications

AM's

Accepted

■ KKJZ (700 khz) Soledad, Calif.—Seeks MP to reduce day power to 330 w and make changes in ant. sys.

■ WEXY (1520 khz) Wilton Manors, Fla.—Seeks mod. of lic. to operate trans. by remote control. Filed July 23.

■ WHKP (1450 khz) Hendersonville, N.C.—Seeks CP to and make changes in ant. sys. Filed July 27.

■ WDAD (1450 khz) Indiana, Pa.—Seeks CP to change TL. Filed July 27.

■ WMZK (93.5 mhz) Merrill, Wis.—Seeks CP to change TL; change ERP to 1.74 kw and change HAAT to 437.5 ft. Filed July 23.

FM's

Tendered

■ KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change ERP to 895 kw and change HAAT to 604.8 ft. Filed July 27.

■ KTXR (101.5 mhz) Springfield, Mo.—Seeks CP to and make changes in ant. sys. Filed July 27.

■ KDUK (104.7 mhz) Florence, Ore.—Petition for reconsideration against grant (July 15) to change TL; change ERP to 83.2 kw and change HAAT to 2,104.5 ft. Filed July 23.

■ WJRH (104.9 mhz) Easton, Pa.—Seeks CP to change freq. to 104.9 mhz. Filed July 23.

■ WMOT (89.5 mhz) Murfreesboro, Tenn.—Seeks CP to change ERP to 80 kw; change HAAT to 1,020.1 ft. and change TL. Filed July 23.

TV's

Accepted

■ WBRC-TV (ch. 6) Birmingham, Ala.—Seeks CP to change HAAT to 1,377.6 ft. and change TL. Filed July 27.

■ WCCU (ch. 27) Urbana, Ill.—Seeks MP to change ERP vis. to 3,360 kw; change HAAT to 455.9 ft. Filed July 24.

■ KSCE (ch. 38) El Paso—Seeks mod. of CP to change ERP vis. to 50 kw and make changes in ant. sys. Filed July 24.

Actions

AM's

■ WYFX (1040 khz) Boynton Beach, Fla.—Granted app. to make changes in ant. sys. Action July 21.

■ WJIR (90.9 mhz) Key West, Fla.—Granted app. to change HAAT to 49.2 ft.

■ WJKB (780 khz) Sarasota, Fla.—Dismissed app. to increase day power to 2.5 kw and make changes in ant. sys. Action July 20.

■ WKLU (920 khz) Midway, Ky.—Dismissed app. to change TL. Action July 20.

■ WXXT (1500 khz) Sardis, Miss.—Granted app. to change TL. Action July 15.

■ WARO (540 khz) Canonsburg, Pa.—Granted app. to increase night power to 500 w and increase critical hours to 1 kw. Action July 22.

■ WISM (1050 khz) Eau Claire, Wis.—Granted app. to change TL and reduce power to 900 w. Action July 22.

FM's

■ WGSY (100.1 mhz) Phenix City, Ala.—Granted app. to change TL.

■ KEWB (94.3 mhz) Anderson, Calif.—Returned app. to change freq. to 94.7 mhz; change TL; change ERP to 3.31 kw and change HAAT to 1,682.6 ft. Action July 21.

■ KKCY (98.9 mhz) San Francisco—Granted app. to change HAAT to 1,354.6 ft and make changes in ant. sys. Action July 22.

■ KMBY-FM (107.1 mhz) Seaside, Calif.—Returned app. to change TL; change ERP to 330 w and change HAAT to 2,434.4 ft. Action July 22.

■ KWKS (94.3 mhz) Winfield, Kan.—Granted app. to change ERP to 2 kw. Action July 22.

■ KXKZ (107.5 mhz) Ruston, La.—Granted app. to change TL; change ERP to 97.7 mhz and change HAAT to 1,066 ft. Action July 22.

■ WMRX-FM (97.7 mhz) Beaverton, Mich.—Granted app. to change ERP to 2.031 kw and change HAAT to 400.1 ft.

■ KAAN-FM (95.9 mhz) Bethany, Mo.—Granted app. to change freq. to 95.9 mhz; change ERP to 26.4 kw and 357.5 ft. Action July 21.

■ WOBM-FM (92.7 mhz) Toms River, N.J.—Granted app. to change ERP to 1.4 kw and change HAAT to 484.8 ft. Action July 22.

■ WPCX (106.9 mhz) Auburn, N.Y.—Granted app. to change TL; change ERP to 13.8 kw and change HAAT to 939.7 ft. Action July 20.

■ WTWR-FM (98.3 mhz) Monroe, Wis.—Granted app. to change TL; change ERP to 1.4 kw and change HAAT to 465.8 ft. Action July 21.

■ WJMC-FM (96.3 mhz) Rice Lake, Wis.—Granted app. to replace damaged antenna. Action July 22.

TV

■ WCEU (ch. 15) New Smyrna Beach, Fla.—Granted app. to change ERP to 708 kw; change TL and change HAAT to 576 ft. Action June 11.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

In Contest

Applications

ALJ Thomas B. Fitzpatrick made following decisions:

Leland, Mich. (Pyramid Communications, Ltd. et al) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Yolanda M. Juarez Naismith and Stone Communications Inc. for FM station on channel 232A (94.3 mhz). Pyramid's app. will remain in hearing status. By MO&O, July 15.

ALJ James F. Tierney made following decision:

Granite Falls, N.C., and Pendleton, S.C. (Freedom Broadcasting Corp. [WYCV] and Pendleton Broadcasting) AM proceeding. Granted motion by Pendleton Broadcasting for new AM facilities at Pendleton, S.C., and deleted air navigation issue designated against it. By order, July 13.

ALJ Joseph Chachkin made following decision:

Paris, Tex. (Sudduth Media Inc., et al). FM proceeding. Granted request by Blacksmith Broadcasting and dismissed its app. with prejudice. By order, March 12.

ALJ John M. Frysiak made following decision:

Calhoun City, Miss. (Franklin Broadcasting and Ramona J. Miller) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Ramona J. Miller; granted app. of Franklin Broadcasting for new FM station on channel 272A at Calhoun City; and terminated proceeding. By MO&O, July 7.

ALJ Joseph P. Gonzalez made following decisions:

Gulf Breeze, Fla. (Breeze Broadcasting Co. Ltd., et al) FM proceeding. By order entered on record of prehearing conference, dismissed with prejudice app.'s of Gail Rose Schroeder, Sherry Ann Scott, Gulf Breeze FM Group Ltd. Partnership, Dee Wetmore, J-4 Broadcasting Ltd., and Gulf